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Contributions—Exclusive Publication.—Articles are accepted for publication on condition that they are contributed solely to this journal.

Leaflet Regarding Rules of Publication.—California and Western Medicine has prepared a leaflet explaining its rules regarding publication. This leaflet gives suggestions on the preparation of manuscripts and of illustrations. It is suggested that contributors to this journal write to its office requesting a copy of this leaflet.

EDITORIALS*

DEPARTMENT OF PUBLIC RELATIONS OF THE CALIFORNIA MEDICAL ASSOCIATION

A Department of Public Relations.—At this year's annual session of the California Medical Association at San Francisco, the House of Delegates, at its meeting of April 30, 1931, instructed the Council to take steps to create a "Department of Public Relations." The chairman of the Council appointed a special committee, consisting of Doctors Lyell C. Kinney of San Diego, Joseph M. King of Los Angeles, and Karl L. Schauff of San Francisco, to make a report thereon to the Council.[†] The report of that committee was submitted at the Council meeting, held at Pasadena on September 26.

The minutes of the September Council meeting cannot be printed until approved by the Council at its next meeting, which will be in January. In the meantime, it is in order to state that the special committee's report as adopted provided that "An Advisory Committee of Public Relations be established, composed of the chairmen of the component committees or commissions (Standing Committees on: Public Policy and Leg-

* Editorials on subjects of scientific and clinical interest, contributed by members of the California Medical Association, are printed in the Medicine Today column which follows.

† See Item 17 of the Council Minutes of May 23, 1931, published in this issue of California and Western Medicine, page 389.

islation; Medical Economics; Hospitals and Clinics; Health and Instruction; and the Cancer Commission), with the president, secretary, and general counsel of the California Medical Association ex-officio." It was further voted that an effort be made to secure the services of a competent colleague, either from California or some other state, who would be the executive secretary of the department, and who would also act as director of the Department of Public Relations.

It was further voted "that the work and responsibilities of the present standing committees or commission shall be in no way curtailed, but that their grouping into the department shall be considered to be for the purpose of increasing their activity and efficiency."

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An Organization Meeting Will Be Held in the Near Future.—It was also voted that the members of the Committee on Public Relations should be called together at an early day for the purpose of organization and of development of the work of this department.

As soon as this is done, further information will be given members of the California Medical Association through a Public Relations Department column in the official journal, which column will probably find a place in the California Medical Association department of CALIFORNIA AND WESTERN MEDICINE. Members of the Association who have suggestions to offer in these matters should write to the central office of the California Medical Association, in care of the Association Secretary. A Department of Public Relations can only become a real success when it has the generous and whole-hearted coöperation of members of the California Medical Association from all portions of California. All members are invited to participate in the activities of this new department, and suggestions will be cordially welcomed.

ANNUAL SESSION AND PRIZE ESSAY PAPERS—1932 SESSION AT PASADENA

Annual Session of California Medical Association in 1932 Will Be Held at Pasadena, May 2-5.—At the meeting of the Council of the California Medical Association, held in Pasadena on September 26, last, it was voted to hold next year's annual session at the Hotel Huntington, Pasadena, on Monday to Thursday, May 2-5, inclusive. This will be the first annual session to be held in Pasadena. The California Medical Association headquarters will be the Hotel Huntington, which has long been known as one of the great hotels of California and to which tourists from the East return year after year.

When the Council considered the date of next year's meeting—in particular relation to the American Medical Association meeting at New Orleans, which will be held on May 9-13, 1932—it was first voted to have the California Medical Association hold its meeting in the second week

of April. The hotel management requested a reconsideration, because at that time the hotel would still have many Eastern guests and accommodations for only about one hundred physicians would be available, whereas in the first week of May almost six hundred rooms would be free.

It is extremely important to the California Medical Association to have the largest possible number of members under the same roof during annual sessions, in order to better promote the good fellowship and personal contacts between members from different portions of the large state of California. The Council therefore very wisely decided on the later dates of May 2-5, even though these came in closer proximity to the American Medical Association meeting at New Orleans than was desirable.

Special mention is here made of these arrangements, in the hope that California Medical Association members who are looking forward to attending next year's annual session will send their reservations at an early date to the Hotel Huntington, Pasadena, California (Mr. S. W. Royce, manager).

* * *

Excellent Outlook for a Successful Meeting.—At the recent meeting of the Council, the chairman of the local committee of arrangements, Dr. Fitch C. E. Mattison, submitted a tentative program of afternoon and evening entertainments that received very favorable comment. Wherefore, it may be taken for granted that our Pasadena and Los Angeles colleagues will exert every effort to make the 1932 session altogether successful, so that in the future in the consideration of meeting places for the yearly reunions, the Hotel Huntington will be thought of with as pleasant recollections as are held of annual reunions which in days gone by have convened at the Hotel del Coronado, Hotel Del Monte, and Hotel Fairmont. These four great hotels, located in different parts of California, with their facilities to comfortably care for a large number of California Medical Association members, are very worth-while factors in making annual sessions enjoyable and profitable. If you wish to be sure of a reservation at the 1932 Hotel Huntington session, it will be wise to send in your reservation in the near future.

* * *

Places on the Scientific Program of the 1932 Annual Session Should Be Requested Now.—In the above paragraphs, the facilities of the Hotel Huntington for good fellowship and social features were mentioned. It must be remembered that an additional advantage which these large California hotels possess for California Medical Association annual reunions is their considerable number of auditorium and meeting place rooms for the different scientific sections of the Association, which make it possible for attending members to hear the particular papers of different sections in which they are most interested.

Following the plan which has been in vogue during the last several years, it is hoped in Pasadena

to have the members of the scientific sections get a prompt start each morning—section officers please take notice—with presentations of papers up to 1 o'clock or so, at which time luncheon will be served, to be followed by miscellaneous entertainment in the afternoons and evenings. The exception to this arrangement will be on the afternoon of the first day, Monday, when meetings of most of the scientific sections will be held.

On advertising page 4 of every issue of CALIFORNIA AND WESTERN MEDICINE the names and addresses of the section officers are printed. Every member of the California Medical Association who has in mind the submittal of a paper at one of the scientific sections should send in such request at once, if request has not been already made. It must be remembered that the officers who have charge of the section programs desire to learn as early as possible concerning the nature of papers which will be submitted, because in that way more rounded and nonconflicting programs can be presented. An additional advantage from early decisions in these matters is that papers which are drafted into rough form some months before the session are more apt to be productions of worth than those which are hastily put together at the last minute. And last but not least, carefully-thought-over topics and discussions not only make a better impression on the listeners at an annual session, but in the pages of the official journal carry more conviction, are of greater value, and are more appreciated by the hundreds of members who find it impossible to be present in person at the annual session.

Wherefore, again, it would make for a better 1932 California Medical Association annual session, if members who contemplate the presentation of papers would write to the proper section secretary, sending a copy of the request letter to the central office for the Association Secretary, Doctor Pope, who, as ex-officio chairman of the Committee on Scientific Program, also will be glad to have such information.

Essayists should keep in mind that the rules of the Association in regard to annual session papers, insofar as subsequent publication in the official journal is concerned, do not make it obligatory for CALIFORNIA AND WESTERN MEDICINE to print the same. The Association prints a leaflet—"Suggestions to Authors"—in which rules regarding the acceptance of manuscripts are outlined in some detail. California Medical Association members who have presentations of papers in mind and who do not possess a copy of this leaflet should address the Association Secretary with request therefor. Observance of the rules discussed therein will make for better papers and also for real conservation of time and effort for authors, editors, listeners, and readers.

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Rules for California Medical Association Clinical and Research Prize Entrants.—In every number of CALIFORNIA AND WESTERN MEDICINE, on advertising page 2, is printed a note concerning the prizes which are annually offered by the Cali-

for the California Medical Association for the two best papers on clinical and research subjects. In order not to overburden the special committee on prizes, only such papers are considered, the authors of which have signified their desire to have their manuscripts so judged. During the last several years it has been distressing to the officers of the California Medical Association that so few entrants have registered for these prizes.

In the hope of securing a larger number of entrants, the rules were again revised by the Council at its September 26 meeting, and these rules are printed in the official notices of the California Medical Association column of this issue. (See page 386.)

It will be noted therefrom that any paper read before one of the scientific sections of the Association may be submitted for prize consideration. This is made possible through the observance of certain simple rules, whereby secrecy is preserved throughout as regards authors of such papers. As an item of historical interest, the names of California Medical Association members who were the winners or who secured honorable mention for the California Medical Association prizes—since these prizes were inaugurated some years ago—are printed in this number of CALIFORNIA AND WESTERN MEDICINE. (See Miscellany Department, under caption, Medical History of California, page 404.)

Members of the Association are again reminded that the Committee on Prizes holds inviolate the names of all entrants, giving publicity only to those entrants who receive either a prize or honorable mention. Under such conditions no essayist who has done considerable work in the preparation of an annual session paper need feel hesitancy in submitting it for the consideration of the Committee on Prizes. Members of the California Medical Association are again urged to do their part in maintaining these annual prizes. Each successful entrant receives a cash present of one hundred and fifty dollars and, in addition, a neatly framed scroll as a memento of his work. Of course, each entrant also receives that which is equally important, namely the great personal benefit incident to the preparation of such a paper. It would be most gratifying to the Association if the Committee on Prizes could report at the 1932 annual session that a goodly number of members had submitted papers for prize consideration.

THE PACIFIC INSTITUTE OF TROPICAL MEDICINE

The Article by Reed on "Organized Tropical Medicine in the United States."—In the September CALIFORNIA AND WESTERN MEDICINE, page 185, was printed an article by Alfred C. Reed, M. D., of San Francisco, which had the caption: "Organized Tropical Medicine in the Western United States."*

* See, also, article by A. E. Larsen in October CALIFORNIA AND WESTERN MEDICINE, page 308, and letter from J. V. Barrow in this number of CALIFORNIA AND WESTERN MEDICINE, page 403.

Reference is here made thereto, because the facts and plans which are brought out in Reed's discussion and comments are such as to invite the best thought of members of the California Medical Association, and be worthy also of the real interest and coöperation of both the medical profession and the lay public.

* * *

The Pacific Institute for Tropical Medicine.—For those who are not familiar with the status of tropical medicine research in America, it may be stated that the Hooper Foundation of Medical Research of the University of California has as one of its departments, "The Pacific Institute of Tropical Medicine," its chief being Dr. Alfred C. Reed, Professor of Tropical Medicine in the University of California Medical School, who is also the author of the above referred to paper. This institute began its active work in February, 1929. Its brief career has not only given justification for its existence but has proven and emphasized the desirability and need of a real school of tropical medicine for the Pacific Coast, with preferable location at San Francisco.

* * *

San Francisco Is a Logical Place for a School of Tropical Medicine.—Reed in his article very aptly states that the United States needs three well-developed centers or institutions of tropical medicine, to be located: one at New York, one at New Orleans, and one at San Francisco. The present day economic stress and strain, with its kaleidoscopic changes in world market relationships, instead of holding back, may really speed the formation of such institutions. Because if America is to establish a premier commercial influence in other continents than its own, and in such manner as to redound in large measure to the economic advantages of the people of the United States, it will be necessary to have somewhat of a trained American personnel whose members will be able to efficiently act as representatives of American business houses in the different countries of other continents.

* * *

What Leading European Nations Have Done.—That such a contention is not visionary is amply and forcibly demonstrated by what European countries whose nationals have been engaged in active competition for the trade of foreign markets in the tropics have found themselves obliged to do. By way of example, could anything be more convincing concerning the importance of schools of tropical medicine as important factors in trade than the following facts:

England has four important schools of tropical medicine, with its major institution in London;

Germany has a very notable institute of tropical medicine at Hamburg;

Holland has an excellent institution of tropical medicine at Amsterdam; and

Belgium has its institute of tropical medicine at Brussels.